

1B2M18023

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester B.Com Degree Examination, March 2018
BCOM2C02 – Marketing Management
 (2017 Admission onwards)

Max. Time: 3 hours

Max. Marks

Part I
Answer all the questions
Each question carries 1mark

1. The behavior of a consumer after a commitment to product has been made is known as ---
-----.
2. The act of attaching or aging the labels is known as -----.
3. Pride is ----- buying motive-.
4. ----- are the retail organisations that sell products through the medium of post.
5. ----- is the composite of products offered for sale by a firm or a business unit.
6. The essential criteria for effective segmentation is:

a. Profitability	c. Homogeneity
b. Measurability	d. All the above
7. The exchange value of goods and services

a. Cost	c. Profit
b. Price	d. Margin
8. Product concept developed by

a. McCarthy	c. N.H.Bordon
b. Philip Kotler	d. Henry Fayol
9. Promotional mix NOT includes.

a. Advertising	c. Personal selling
b. Sales promotion	d. Test marketing
10. Marketing of agro-based products from producer to consumer is known as

a. Agri marketing	c. Rural marketing
b. Social marketing	d. Service marketing

(10 x 1 = 10 Marks)

Part II
Answer any *eight* of the following questions
Each question carries 2 marks

11. What are the P's of service mix?
12. What do you mean by social marketing?
13. What is PLC?
14. Who is a market nicher?
15. Distinguish between 'strategy' and 'tactics'.
16. What do you mean by promotion budget?
17. What is dealer promotion?
18. What is P.O.P.?
19. What is skimming?
20. What are discounts and rebates?

(8 x 2 = 16 Ma

Part III
Answer any *six* of the following questions
Each question carries 4 marks

21. Define and explain market.
22. Online marketing is a boon or bane. Comment.
23. Explain the concepts 'brand' and 'branding'.
24. What is test marketing?
25. What is a product? What are its characteristics?
26. What is Synchro-marketing and Meta marketing?
27. What are sellers' P's and C's?
28. Discuss the pricing objectives of modern business.

(6 x 4 = 24 Mar

Part IV
Answer any *two* of the following questions
Each question carries 15 marks

29. Describe the evolution of marketing concept. What are the benefits of marketing concept?
30. Narrate prospects and problems of rural marketing in India.
31. What is market segmentation? What the bases of segmentation?

(2 x 15 = 30 Mar)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester B.Com Degree Examination, March 2018
BCOM2B02 – Financial Accounting
 (2017 Admission onwards)

Max. Time: 3 hours

Max. Marks: 8

Part I**Answer all questions, each carries 1 marks:****A. Choose the correct answer**

1. The excess of hire purchase price over cash price is accounted as
 (a) Interest (b) Profit (c) Discount (d) Rebate
2. Receipts and Payment Account is a
 (a) Real a/c (b) Nominal a/c (c) Personal a/c (d) Special a/c
3. Cash received from debtors can be obtained from
 (a) Total debtors a/c (b) Statement of affairs (c) Cash book (d) Both a, and c.
4. Heavy advertisement expenditure for launching a product is
 (a) Capital expenditure (b) Revenue expenditure
 (c) Deferred revenue expenditure (d) None of these
5. Expenses charged by H.O. to the branch is..... in the books of H.O.
 (a) Debited to branch a/c (b) Credited to branch a/c
 (c) Debited to H.O (d) None of these

B. Fill in the blanks

6. represents the excess of assets over liabilities
7. Cost of meals and accommodation provided to the proprietor of the hotel is debited to
8. Branch account under debtors system is a account.
9. Sale of old news papers is a receipt.
10. Accounts from incomplete records are also called System

(10 x 1=10 Marks)**Part II****Answer any Eight questions, each carries 2 marks.**

11. Define Accounting Standard.
12. What constitutes the final accounts of an hotel?
13. What is wholesale branch system?
14. What is conversion method?
15. How will you treat the following items while preparing final accounts of non-profit organization
 (a) Life membership fee (b) Specific fund

16. What is down payment?
17. What are the working papers in an hotel?
18. What are the fictitious assets?
19. What is meant by inter- branch transactions? Give entries in the branches and H.O. Books
20. Mention the important objectives of departmental accounts?

(8 x 2=16 Marks)

Part III

Answer any six questions, each carries 4 marks :

21. ABC agencies, Kozhikode has a branch at Kollam. From the following particulars ascertain the profit of the branch for the year ended 31st March 2017.

Furniture at branch on 1.4.2016	80000
Stock at branch on 1.4.2016	16000
Outstanding expenses 1.4.2016	3000
Goods sent to branch at cost	265000
Cash sales at branch	467000
Cash remitted to H.O.	460000
Branch expenses met by H.O	46000
Stock at branch on 31.3.2017	12000
Outstanding expenses on 31.3.2017	2000
Provide depreciation on furniture @10%.	

22. XYZ Ltd. Has two departments- A &B. The following details for the year ended 31-3-2017 are given

Particulars	Dept. A	Dept.B
Stock on 1-4-2016	164000	206000
Purchases	510000	824000
Sales	852000	1620000
Manufacturing expenses	60000
Wages	60000	20000
Stock on 31-3-2017	60000	80000

- Goods costing 80000 is transferred from Dep. B to Dep. A.
- Wages of Dep. A includes 10000 incurred for Dept. B.
- General expenses 30000 to be apportioned in the ratio of 3:1.

Prepare Departmental trading a/c.

23. From the following details, calculate total sales made during the year 2017.

Debtors (1/1/2017)	17000	Bad debts	2500
Debtors (31/12/2017)	15400	Discounts	1730
Cash received from debtors	49250	Bill Receivable	4500
Sales Returns	3700	cash sales	12000

24. From the following details prepare receipts and payment account of Bharath Club, Kottayam for the year ended 31st dec. 2017.

Cash in hand (1-1-2017)	1500	Taxes	1400
Subscriptions	4990	Salary	4500
Donations	1700	Honorarium	550
Entrance fee	1000	Interest received	2850
Rent from club hall	2100	Printing & stationery	1850
Electricity charges	1350	Insurance premium paid	1590

25. Rahul purchased machinery on hire purchase system on 1-4-2014. The cash price is Rs.280000. Rs.75000 is paid down on signing the agreement and three instalments of Rs.75000 each are payable at the end of each year beginning on 31-3-2015. Ascertain interest included in each instalment if the rate of interest is 5% p.a.

26. State the objectives of Branch accounting?

27. What are the features of departmental accounts?

28. Distinguish between capital expenditure and revenue expenditure?

(6 x 4=24 Marks)

PART IV

Answer any two questions, each carries 15 marks:

29. Following balances were extracted from the books of Shri V. Balkrishnan on 31st march 2017.

DEBIT BALANCES:

Plant and machinery	20000
Manufacturing wages	34500
Salaries	15850
Furniture	10000
Freight on purchases	1860
Freight on sales	2140
Building	24000
Manufacturing expense	9500
Insurance and taxes	4250
Goodwill	25000
General expenses	8200
Factory fuel and power	1280
Sundry debtors	78200

CREDIT BALANCES:

Capital account	80000
Sundry creditors	44560
Bank loan	15000
Purchase return	1740
Sales	250850
Provision for bad debts	2000

Factory lighting	950
Opening stock	34200
Motor car	12000
Purchases	102000
Sales return	3100
Bad debts	1400
Interest and bank charges	400
Cash at bank	4200
Cash in hand	1120

Prepare Trading & Profit and loss account for the year ended 31st March 2017 and a balance sheet as on that date taking into consideration the following information.

- Closing stock on 31st March 2017 Rs. 30500
 - Depreciate Plant & Machinery by 10%, furniture by 5% and motor car by Rs. 1000
 - Bring provision for bad debts to 5% on sundry debtors.
30. Madras company purchased machinery from Bombay company on Hire purchase agreement on 1st January 2010, paying cash of Rs. 10000 and agreeing to pay three further installments Rs. 10000 each, on 31st December of every year. The cash price of the machinery is Rs. 37200 and the Bombay company charges interest at 5% per annum. The Madras company writes off 10% every year on cash value of the machinery on the reducing installment system. Journalize these entries and open necessary accounts in the books of Madras company.
31. Francis keeps his books under single entry, from the following information prepare trading profit and loss account and Balance sheet:

Particulars	01/01/2017	31/12/2017
Cash	12000	30000
Stock	35000	25000
Debtors	70000	95000
Creditors	52000	60000
Furniture	10000	10000

Other information:

Bad debts written off Rs. 1500; discount allowed Rs.4500; discount received Rs.5200; general expenses Rs.9500; receipts from debtors Rs. 160000; payment to creditors Rs. 12000; drawings Rs. 12500; purchase returns Rs. 2000; sales returns Rs. 4500; charge depreciation on furniture 5%.

(2 x15=30 Mark)

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BCOM CA Degree Examination, March 2018
BCCA2C02 – Marketing Management
 (2017 Admission onwards)

Max. Time: 3 hours

Max. Mark

Part I
Answer *all* the questions
Each question carries 1mark

1. The behavior of a consumer after a commitment to product has been made is known as ---
-----.
2. The act of attaching or aging the labels is known as -----.
3. Pride is ----- buying motive-.
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b. Social marketing	d. Service marketing

(10 x 1 = 10 Marks)

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Answer any *eight* of the following questions
Each question carries 2 marks

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Second Semester B.Com CA Degree Examination, March 2018
BCCA2B02 – Financial Accounting
 (2017 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Part I**Answer all questions, each carries 1 marks:****A. Choose the correct answer**

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 (a) Interest (b) Profit (c) Discount (d) Rebate
2. Receipts and Payment Account is a
 (a) Real a/c (b) Nominal a/c (c) Personal a/c (d) Special a/c
3. Cash received from debtors can be obtained from
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